product camp

Nashville

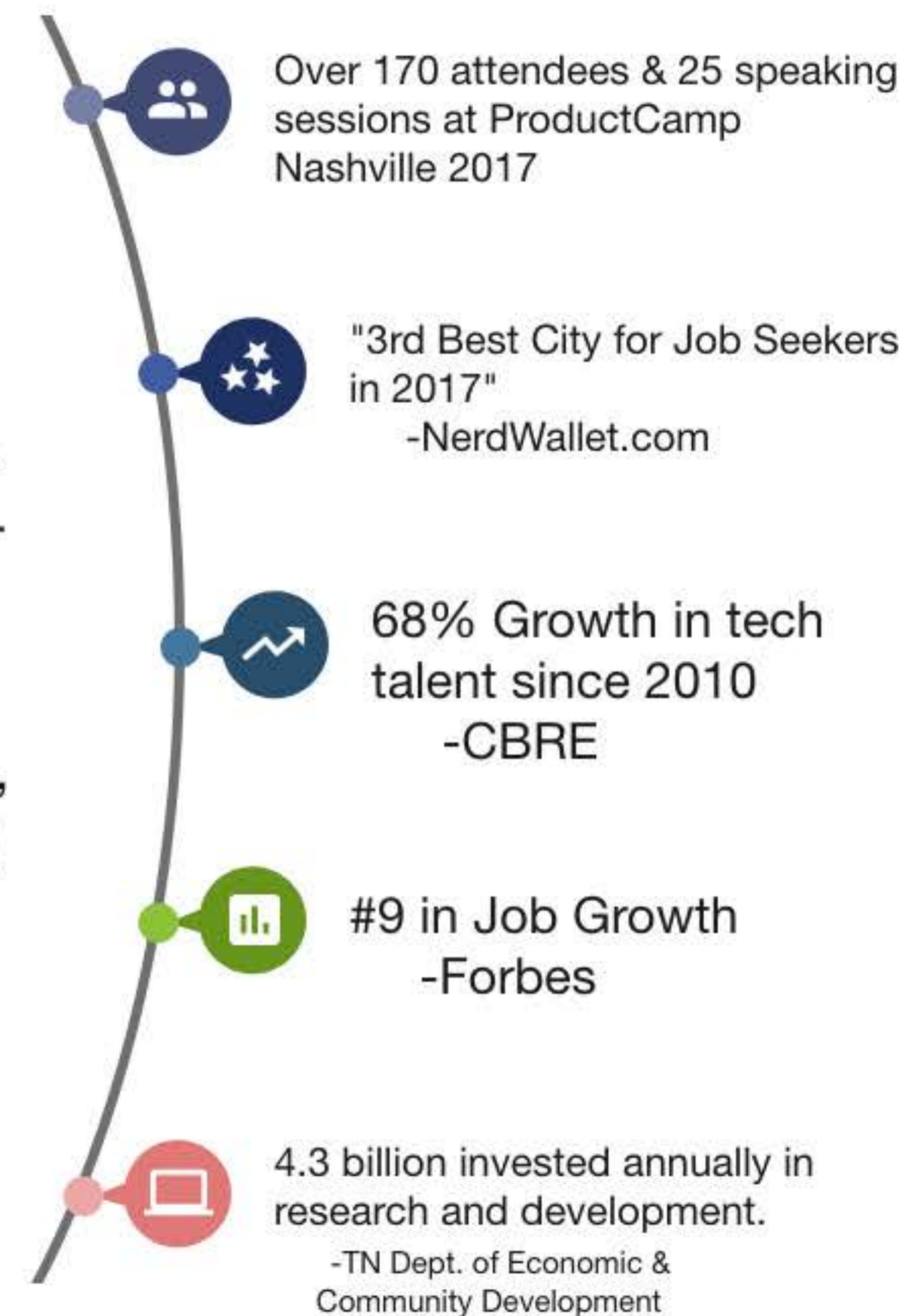2018 Sponsorship Prospectus

what is **product**camp?

> *ProductCamp is a free, user-driven, collaborative "unconference" put on by-and-for the people who attend…*

ProductCamp is an "unconference" made for Product People. It started in Silicon Valley in 2008 and has expanded to include cities like Boston, NYC, Seattle, Sydney, and Amsterdam. The content and connections made at ProductCamp will be incredibly valuable for anyone who wants to learn from, teach and network with other professionals in Product Management, Marketing, Development and more.

Because of the "unconference" theme, there are no attendees, only participants. You can volunteer to give a talk, join a round table discussion, support behind the scenes through logistics or sponsorships, or just vote on the speakers you want to see and enjoy the experience. No matter your level of engagement, you'll have fun and walk away glad you came to ProductCamp.
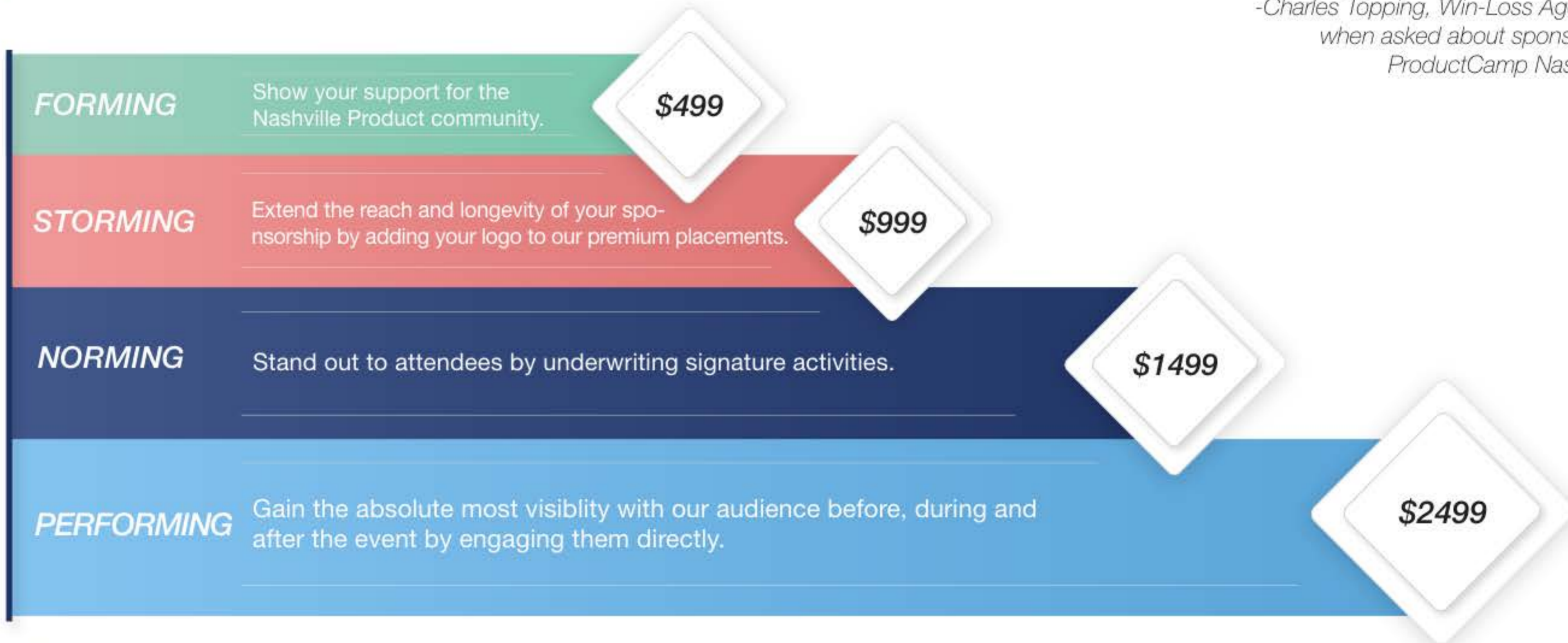
NASHVILLE FAST FACTS

Over 170 attendees & 25 speaking sessions at ProductCamp Nashville 2017

"3rd Best City for Job Seekers in 2017"
  -NerdWallet.com

68% Growth in tech talent since 2010
  -CBRE

#9 in Job Growth
-Forbes

4.3 billion invested annually in research and development.
-TN Dept. of Economic & Community Development

sponsorshipopportunities

FORMING — Show your support for the Nashville Product community. — **$499**

STORMING — Extend the reach and longevity of your sponsorship by adding your logo to our premium placements. — **$999**

NORMING — Stand out to attendees by underwriting signature activities. — **$1499**

PERFORMING — Gain the absolute most visiblity with our audience before, during and after the event by engaging them directly. — **$2499**

whysponsor?

ProductCamp Nashville is a free event supported entirely by sponsorships and individual donations. Sponsorship of ProductCamp Nashville offers your organization front-line access to industry professionals and the leaders of tomorrow.

Whether you're looking to recruit and retain talent, provide continuing education and professional development opportunities, or connect with influencers and decision-makers, participation in PCN allows your team members to engage the community, share what your organizaiton is all about, and stay up to date with market trends.

sponsorship tiers

All Perks	Forming $499	Storming $999	Norming $1499	Performing $2499
Logo on Event Website	✓	✓	✓	✓
Logo on Promotional Emails	✓	✓	✓	✓
Logo on Signage at Event	✓	✓	✓	✓
Facebook & Twitter	✓	✓	✓	✓
Swag Bag	✓	✓	✓	✓
Lead-up Events Recognition	○	✓	✓	✓
Dedicated Instagram Post	○	✓	✓	✓
Logo on Step & Repeat Backdrop	○	✓	✓	✓
"Meet Our Sponsor" Email	○	✓	✓	✓
Logo on Name Badge	○	○	✓	✓
Exhibitor Booth	○	○	✓	✓
Opening & Closing Recognition	○	○	✓	✓
Job Postings on Event Website	○	○	✓	✓
Dedicated Message to Email List	○	○	○	✓
Logo on Premium Banners	○	○	○	✓
Logo on Staff T-Shirts	○	○	○	✓

perksdefined

FORMING

Logo on Event Website:
Your name, logo URL, and a brief description will be listed on the sponsorship page of the event website. Your logo will also be featured on the event homepage.

Logo on Promotional Emails:
Your logo and URL will be included in every promotional email sent about the event.

Logo on Signage at Event:
Your logo will be included in event signage (e.g. table tents).

Facebook & Twitter:
Your logo will be included in the sponsor photo album on the Facebook page for the event and featured in the timeline of the page and two tweets before or after the event with your Twitter handle.

Swag Bag:
You may provide promotional items, literature and/or samples for the swag bags distributed to attendees.

STORMING

Forming +

Lead-up Event Recognition:
Your name and logo will be featured in invitations and on signage at any lead-up events.

Dedicated Instagram Post:
Your logo and/or a photo of your choosing (relevant to your business) will be featured in one post from the event Instagram account.

Logo on Step & Repeat Backdrop:
Your logo will be featured on the step & repeat backdrop displayed in a prime location at the event.

"Meet Our Sponsors" Mailing List Email:
You will be featured in one "meet the sponsors" email sent to attendees.

NORMING

Storming +

Logo on Name Badge:
Your logo will be featured on each attendee's name badge.

Exhibitor Table:
You will have the opportunity to represent your organiazation in person at an exhibitor table where you may distribute literature, samples and giveaways, and otherwise interact with attendees. Past exhibitors have become very creative in attracting attendees to their tables.

Opening & Closing Recognition:
You'll receive special recognition during opening and closing ceremonies.

Job Postings on Event Website:
You may post up to three listings on the event website job board.

PERFORMING

Norming +

Dedicated Message to Email List:
You will have one email dedicated to your company sent to attendees on your behalf. Sponsor must provide email copy.

Logo on Premium Banners:
Your logo will be featured on the premium banners displayed at the event.

Logo on Staff T-Shirts:
Your logo will be included on the back of the t-shirt worn by crew members & volunteers during the event.

additionalopportunities

alaCarteoptions

Available to any potential sponsor interested in supporting ProductCamp Nashville in a very unique and specialized way. A la carte sponsors will also receive Forming-level benefits.

Breakfast:	$999 (Limit: 1)
Lunch:	$1499 (Limit: 1)
Preview Party:	$1999 (Limit: 1)
After Party	$1999 (Limit: 1)

mediaopportunities

ProductCamp Nashville welcomes media partners that are interested in helping to promote the event. Media sponsorships are limited to traditional media organizations (broadcast, print, digital) and are available on a first-come, first-served basis.

productcamp nashville 2017

contactus

Ready to make an impact and suppport ProductCamp Nashville?

Connect with our sponsorship team to discuss how to best meet your brand goals and to maximize the benefits of your investment.

Become a Sponsor

sponsorships@productcampnashville.org

Organizers

ProductCamp Nashville is organized by a crew of 15-25 volunteers and backed by TechFed Nashville, a non-profit organization formed to support and grow the grassroots tech talent in Middle Tennessee. TechFed provides financial stewardship, risk management, and volunteer leadership development for Nashville-area technology events.

Learn More

productcampnashville.org

Other Sponsorship Opportunities

 Nashville Product Meetup offers a monthly opportunity for presentations, networking and discussions about product development, management and marketing. Connect with our sponsorship coordinator to learn more about connecting with local product people throughout the year. Contact: sponsorships@nasvhilleproduct.org.

 TechFed Nashville also backs other technology events in Nashville each year as well as user groups and meetups. Talk to TechFed sponsorships team about opportunities to keep your brand in front of the tech community year round. Contact: sponsorships@techfednashville.org.